



WCPO

ORDER

Print Date 08/02/12

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Flight Dates 08/15/12-08/21/12

wcpo.com
kypost.com

Contract / Revision 306798 /

Original Date / Revision
08/02/12 08/02/12

Advertiser Americans for Prosperity

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Americans for Prosperity

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1167

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	37	\$27,795.00	\$32,700.00	0.00	07/30/12	08/21/12	37	\$27,795.00	\$32,700.00
Totals	37	\$27,795.00	\$32,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/15/12	08/17/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--111--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$400.00		0.00			
N 2	WCPO	08/15/12	08/17/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	--111--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$800.00		0.00			
N 3	WCPO	08/15/12	08/17/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	--1-1--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision 306798 Flight Dates 08/15/12-08/21/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:20:00

Advertiser Americans for Prosperity Product Americans for Prosperity Estimate # 1167

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	08/15/12	08/17/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	--1-1--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-1--					2	\$350.00		0.00			
N 4	WCPO	08/16/12	08/17/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	---11--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---11--					2	\$850.00		0.00			
N 5	WCPO	08/15/12	08/17/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--1-1--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-1--					2	\$1,600.00		0.00			
N 6	WCPO	08/15/12	08/17/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	--1-1--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-1--					2	\$400.00		0.00			
N 7	WCPO	08/15/12	08/18/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	--1-11-	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-11-					3	\$900.00		0.00			
N 8	WCPO	08/17/12	08/17/12	Friday Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--					1	\$1,400.00		0.00			
N 9	WCPO	08/18/12	08/18/12	ABC Saturday Prime Saturday Prime	CM	8-11p (8:00 PM-10:00 PM)	-----S-	:30	2	\$800.00	P-8	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-					2	\$800.00		0.00			
N 10	WCPO	08/19/12	08/19/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$450.00		0.00			
N 11	WCPO	08/19/12	08/19/12	Sunday Prime A AFHV	CM	7-8p	-----S	:30	1	\$1,400.00	P-8	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$1,400.00		0.00			
N 12	WCPO	08/19/12	08/19/12	ABC Sunday Prime Extreme Makeover	CM	7-11p (9:00 PM-11:00 PM)	-----S	:30	1	\$1,700.00	P-8	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$1,700.00		0.00			
N 13	WCPO	08/20/12	08/21/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	11-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	11-----					2	\$400.00		0.00			
N 14	WCPO	08/20/12	08/21/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	11-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	11-----					2	\$800.00		0.00			
N 15	WCPO	08/21/12	08/21/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-1-----					1	\$350.00		0.00			

